

Note for Weinstein, Barbara

From: Joyce, Ed
Date: Wed, Nov 22, 1995 10:07 AM
Subject: YTD Brand Promo + Future
To: Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Levy, Carolyn; Lewis, Arlene; Moose, Jim; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Resman, Tess; Rubin, David; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara
File(s): YTD Brand Promo + Future

Total promotional volume for the week was 29 million units, versus an expected amount of 28 million units.

-Basic promotional volume, both actual and expected, was 22 million units;

-Cambridge promotional volume, both actual and expected, was 6 million units.

Next week's expected promotional volume of 95 million units includes the following:

-67 million units of Cambridge

-26 million units of Basic

2045368626